



## NEWS RELEASE

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For Immediate Release

### **SIX PITTSBURGH CULTURAL INSTITUTIONS PARTNER ON SOCIAL MEDIA INITIATIVE**

PITTSBURGH, PA, July 25, 2017— On Wednesday, August 2, six of Pittsburgh's largest cultural institutions will partner on a social media initiative called #MuseumInstaSwap in an effort to introduce their followers to other Pittsburgh cultural attractions they have not yet explored. For 24 hours, each institution will post images to their Instagram account taken at a partner museum, drawing parallels between the two institutions' collections. For example, The Frick Pittsburgh will explore the collections at the Heinz History Center and vice versa.

The idea of the InstaSwap originated in London and has been replicated successfully in cities around the world, including New York City, where more than 32 Museums participated in April. The museums were paired up randomly after participating institutions were confirmed. While pairings like The Frick Pittsburgh and the Heinz History Center may draw clear parallels, other pairings like Carnegie Museum of Art and The Children's Museum may lead to more unexpected explorations of collections and themes.

Jennifer Rogers, social and new media manager at The Frick Pittsburgh says, "The InstaSwap is a great way to raise awareness of the wealth of cultural assets in Pittsburgh while celebrating the unique collections and Instagram spaces of participating institutions."

"Pittsburgh is a museum city," says Brad Stephenson, director of marketing for Carnegie Museum of Art. "We love opportunities to collaborate with other museums and spread the word about the variety of exciting cultural options available to Pittsburghers."

Participating in the inaugural InstaSwap are [Phipps Conservatory and Botanical Gardens](#), [The ToonSeum](#), [Heinz History Center](#), [Carnegie Museum of Art](#), [The Frick Pittsburgh](#), and [The Children's Museum of Pittsburgh](#). The participating museums will be posting all day on August 2 using hashtag **#MuseumInstaSwap**. The public is encouraged to follow and interact to discover what each museum's Instagram staffer discovered in the other's space.

## **ABOUT THE FRICK PITTSBURGH**

Located on the Pittsburgh estate of late-19<sup>th</sup>-century industrialist Henry Clay Frick, The Frick Pittsburgh is the steward of collections left as a legacy to the people of Pittsburgh by Frick's daughter, Helen Clay Frick. The permanent collections include fine and decorative arts, cars, carriages, historic objects, and buildings. The Frick experience includes The Frick Art Museum, the Car and Carriage Museum, Clayton, the Frick family Gilded Age mansion, and six acres of beautifully landscaped lawns and gardens. Also included are an Education Center, the Frick children's playhouse (designed by renowned architects Alden & Harlow), a large working greenhouse (also designed by Alden & Harlow), The Café at the Frick, and the Grable Visitor Center, which houses the Frick Museum Store.

## **GENERAL INFORMATION**

The Frick Art & Historical Center is located at 7227 Reynolds Street in Pittsburgh's Point Breeze neighborhood. Free parking is available in the Frick's off-street lot or along adjacent streets.

The Frick is open 10:00 a.m.–5:00 p.m., Tuesday–Sunday; 10:00 a.m.–9:00 p.m. Friday; and is closed Mondays and major holidays. The public should call 412-371-0600 for information, or visit the Frick online at [TheFrickPittsburgh.org](http://TheFrickPittsburgh.org).

**For additional information or images, please contact Greg Langel, Marketing and PR Manager, at 412-342-4075 or [GLangel@TheFrickPittsburgh.org](mailto:GLangel@TheFrickPittsburgh.org)**

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